GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism – Allocation of budget sanctioned to AP Tourism Authority under HOA:380-387: Grants in Aid towards Functions & Events for the F.Y 2025-26 for an amount of Rs.78.00 Crs to conduct of various events/fairs, promotional activities etc., and permission to conduct the events as per the calendar – Accorded -Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE(T) DEPARTMENT

G.O.RT.No. 99 **Dated: 20-05-2025**

Read the following:

1. G.O.Ms.No.17, Youth Advancement, Tourism and Culture (T) Department, Dt:10.12.2024.
2. E-file No. APTA-14021/35/2025-MRTG-COT (Comp.No.2761879) received from CEO, APTA on Dt:07.04.2025.

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O R D E R:

In the reference 1st read above the Government has announced AP Tourism Policy 2024-29 which underscores the development of anchor destinations to serve as pivotal hubs for drawing both domestic and international tourists. It also aims to foster a robust investment ecosystem by streamlining approval processes, providing fiscal and non-fiscal incentives, and implementing investor-friendly measures. Furthermore, the policy emphasizes strategic branding and marketing, sustainable infrastructure development, and the creation of innovative tourism experiences. By harnessing its unique strengths, the policy seeks to unlock Andhra Pradesh's full potential, positioning the state among India's top three tourism destinations. This initiative is expected to stimulate economic growth, create employment opportunities, and promote cultural exchange, significantly contributing to the state's holistic development.

2. In the reference 2nd read above in a direction to achieve the objectives of the Tourism policy 2024-29, the Chief Executive Officer, A.P.Tourism Authority has identified the following for promotion of Tourism in the International and National platforms to attract tourists and investors as well.

i. Mega Events
ii. District Events
iii. World Tourism Day -2025.
iv. International Roadshows and Fairs
v. National Roadshows and Fairs
vi. Social Media and Branding Partner
vii. Hoardings/ Digital Advertisement and Promotion
viii. Printing of Brochures and other promotional Material
ix. Development of promotional videos & other digital content

(Contd..2)

3. Accordingly, the Chief Executive Officer, Andhra Pradesh Tourism Authority has proposed to take up the Tourism events as per the Calendar and requested the Government for the following:

(i) to accord permission to allocate the budget sanctioned to AP Tourism Authority under HOA:380-387: Grants in Aid towards Functions & Events for the F.Y 2025-26 for conduct of various events/fairs etc as per the breakup as detailed below.

Sl.No	Particulars	Budget Proposed (Rs. In Cr.)
1	Mega Events-	27.00
2	District Events-	10.00
3	World Tourism Day -2025.	3.00
4	International Roadshows and Fairs	7.00
5	National Roadshow and Fair	5.00
6	Social Media and Branding Partner	7.00
7	Hoardings/ Digital Advertisement and Promotion	10.00
8	Printing of Brochures and other Promotional Material	4.00
9	Development of promotional videos & Other Digital content	4.00
10	Miscellaneous and payment of Previous bills of events and administrative expenditure	1.00
	Total	78.00

(ii) to permit the CEO APTA to modify the amounts across categories based on variations in costs, priorities of Government etc.

(iii) to accord permission for participation of state in the events which requires advanced planning, permissions related to level of participation /members of delegations to the International events will be sought separately.

(iv) to accord permission to reduce or to add the Domestic roadshows/trade events based on approval of CEO APTA.

(v) to permit the CEO, APTA to use the Part of the amount meant for events for minor upkeep and repairs of venues which will be tourist areas (for instance upgradation of bathrooms at Buddhist stupa in preparation for an event hosted there etc).

(Contd..3)

4. Government after careful examination of the matter hereby accord permission to the Chief Executive Officer, Andhra Pradesh Tourism Authority on the following:

(i) to allocate the budget sanctioned to AP Tourism Authority under HOA:380-387: Grants in Aid towards Functions & Events for the F.Y 2025-26 for an amount of Rs.78.00 Crs for conduct of various events/fairs, promotional activities etc., as per the breakup given below and to accord permission to conduct the events as per the calendar, since the proposal is agreed to in principle by the Finance Department. The details of the Calendar of Mega events (2025-26), District level events (2025-26) and International Tourism fairs (2025-26) are annexed to this order:

Sl.No	Particulars	Budget Proposed (Rs. In Cr.)
1	Mega Events-	27.00
2	District Events-	10.00
3	World Tourism Day -2025.	3.00
4	International Roadshows and Fairs	7.00
5	National Roadshow and Fair	5.00
6	Social Media and Branding Partner	7.00
7	Hoardings/ Digital Advertisement and Promotion	10.00
8	Printing of Brochures and other Promotional Material	4.00
9	Development of promotional videos & Other Digital content	4.00
10	Miscellaneous and payment of Previous bills of events and administrative expenditure	1.0
	Total	78.00

(ii) to conduct the events as per the calendar, since the proposal is agreed to in principle by the Finance Department, as it saves lot of money if the events are planned in advance and also it gives time for the organisers to conduct the events. However, for conduct of every event, proposal may be submitted in advance to Government for obtaining orders from Finance Department.

iii) for participation of the State in the events which requires advance planning. However, in foreign travel, permission will be obtained separately. Also if there are changes in the events file will be circulated separately.

iv) to modify the amounts across categories based on variations in costs, priorities of the Government etc.

(Contd..4)

v) to circulate file separately once the branding partner is finalized. Similarly, no repair work will be taken up under this Head.

vi) to take up the events as per the proposed calendar. In case, the budget exceeds the projected budget for any individual event, financial concurrence will be taken for that particular event and also the quarterly limits of overall budget will be adhered to.

5. The Chief Executive Officer, Andhra Pradesh Tourism Authority, Vijayawada shall take further necessary action, accordingly.

6. This order is issued with the concurrence of Finance Department vide Finance.U.O.No.FIN01-FMU0ASD/8/2025 (C.No.2798365).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY JAIN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To:
The Chief Executive Officer, Andhra Pradesh Tourism Authority,
Vijayawada.

Copy to:

The Additional Secretary to CM.
The Vice Chairman and Managing Director, AP Tourism Development Corporation Limited, Vijayawada.
The Finance (FMU-GAD.II) Department.
The OSD to Hon'ble Minister for TCC.
The PS to Spl.Chief Secretary to Government.
The Assistant Secretary to Govt., & DDO, YAT&C(T) Department.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Velagapudi.
The Pay & Accounts Officer, Mangalagiri, Andhra Pradesh.
The Director of Treasuries & Accounts, Mangalagiri, Andhra Pradesh.
The Accountant General (A&E), Vijayawada, Andhra Pradesh.
The G.A (Cabinet) Dept.(w.r.t. U.O.No.146/2025, Dt:08/05/2025)

// FORWARDED :: BY ORDER//

SECTION OFFICER

ANNEXURE

1. **The details of Planned Mega Events (2025-26) are as follows:**

Sl.No	District	Event	Tentative Month & Year	Budget proposed (Rs. in Lakhs.)
1	Visakhapatnam	AP Travel Mart	July/ August-2025	300
2	NTR	Krishnaveni Sangeeta Neerajanam	November-2025	Organised by MOT, GOI
3	YSR (Kadapa)	Gandikota Utsavalu	December-2025	300
4	Alluri Sitharama Raju	Araku Balloon Festival & Chali Festival	December-2025	500
5	Visakhapatnam	Visakha Utsav & Vizag Yachting Festival	December-2025	500
6	NTR & Guntur	Global Shanti Buddhist Festival	December-2025	300
7	Tirupati	Flamingo Birds Festival	January-2026	300
8	NTR	Amaravati Dairies: Literary & Music Fest, Social Media Summit	December-2025	500
		Total		2,700/-

(Contd..)

2. **Planned District-Level Events (2025-26):**

Sl.No	District	Event	Proposed Month & year	Budget Proposed (Rs. in Lakh)
1	Krishna	Machilipatnam Beach festival	May-2025	50
2	Chittoor	Kanipakam Utsavalu	August-2025	100
3	Dr. B. R. Ambedkar Konaseema	Godavari Boat Festival	August-2025	100
4	Vizianagaram	Vizianagaram Utsavalu	October-2025	50
5	Kakinada	Kakinda Beach Festival	December-2025	100
6	Srikakulam	Kallepalli Beach /Baruva beach festival	December-2025	50
7	Anantapur	Goothi Fort Festival	January-2026	50
8	Eluru	Kolleru Birds Festival	January-2026	50
9	Kurnool	Orvakallu Rock Garden Festival	January-2026	50
10	Sri Potti Sriramulu Nellore	Mypadu beach festival	January-2026	50
11	Annamayya	Horsley Hills Adventure Festival	February-2026	50
12	Bapatla	Suryalanka Beach Festival	February-2026	100
13	Sri Sathya Sai	Lepakshi Utsavalu	February-2026	100
14	West Godavari	Perupalem Beach festival	February-2026	50
15	Nandyal	Belum Caves Festival	February-2026	50
		Total		1,000

(Contd..)

3. **Major International Tourism fairs Scheduled in the year 2025-26**

Sl.No	Event Name	Dates	Location
1	Arabian Travel Market (ATM) 2025	April 28 – May 1, 2025	Dubai, UAE
2	Cannes Film Festival Sponsorship for stall and participation for Cannes Festival has been raised from industry. Budget only needed for travel and accommodation of official delegation. It is part of Film tourism drive state is about to launch.	May 13 – May 24	Cannes, France
3	World Expo 2025	May 25 -31, 2025	OSAKA Japan
4	Pacific Asia Travel Association (PATA)	August 26-28, 2025	Bangkok, Thailand
5	JATA Tourism Expo	September 25- 28	Aichi, Japan
6	IMEX	October 7 - 9	Las Vegas, USA
7	ITB Asia 2026	October 15-17, 2025	Singapore
8	World Travel Market (WTM) 2025	November 5–7, 2025	London, UK
9	FITUR	January 21–25, 2026	Spain
10	ITB Berlin 2026	March 4–8, 2026	Berlin, Germany

AJAY JAIN
SPECIAL CHIEF SECRETARY TO GOVERNMENT